First victims fall in net tv season

By JAMES P. FORKAN

NEW YORK—A real-life drama, "The Axman Cometh," was enacted last week behind the network tv scenes.

ABC's "9 to 5" and "It's Not Easy" have the dubious honor of being the first victims of the fall '83 season, although ABC officially is saying only that the two sitcoms will be "on hiatus" after Oct. 27.

CBS, meanwhile, hopes to cut its Saturday 8 p.m.-to-9 p.m. losses by dropping "Cutter to Houston," effective Dec. 17. There's no replacement yet, but CBS sources indicated that some specials would run through year's end—and perhaps earlier as well, in the sweeps.

Despite the shortage of so-called "typical" rating weeks in the 4-week-old season, those programing decisions—and others in the offing—were hardly surprising, given the rock-bottom A.C. Nielsen Co. numbers.

Two of the new season's three full weeks of official battle were described by most sources as "atypical," given October baseball. One night of Week 4 was disrupted somewhat by a presidential press conference.

Then again, almost none of the weeks ahead will be typical, what with the November sweeps stunting about to begin, followed by the preemptions for Christmas specials.

Although ABC revamped "9 to 5," few of last season's fans gave it another look in its new Thursday slot. After three weeks, the comedy averaged a mere 19 share.

(Continued on Page 92)

Nissan is raising its '84 ad budget by 15% to about $100 million, including Olympics sponsorship. A lot of that goes to the new 300ZX, shown in this color spread. Tv launches the Z Nov. 14 on pro football.

GM-Toyota worries Nissan

By RALPH GRAY

DEARBORN, MICH.—The General Motors-Toyota small-car joint venture is fine if it doesn't spread beyond the U.S. into world markets, according to Nissan Motor Corp. And despite present problems with the joint venture, it should go through, said Hiro Koseki, vp-marketing for Nissan's U.S. sales arm.

But any expansion of the GM-Toyota deal outside the U.S. "might be very serious, not only for Nissan but others," Mr. Koseki said at a news conference for Nissan's 1984 model line.

Currently Toyota and the Federal Trade Commission, which must okay the joint venture, are dickering over the FTC's demand for sensitive price-cost data. Mr. Koseki predicted an eventual compromise, if only because Toyota has no other U.S. options.

A joint venture would be considerably cheaper for Toyota than building a U.S. plant by itself, as Nissan has done in Tennessee for small trucks. "Toyota are stingy merchants," he commented.

For instance, Toyota delayed the expensive tooling up of bigger engines in Japan, and so it can't match the new V-6 engine Nissan is installing in its 1984 300ZX sports coupe. But General Motors has plenty of V6s and that's the sort of thing that troubles Nissan, Mr. Koseki said.

So do GM's plans to import 300,000 Suzuki and Isuzu subcompacts to fill a product vacuum at the low end of the line.

"If import constraints continue in any form, we'd be opposed to any increase going to new entries in the marketplace," said C.P. (Chuck) King, senior vp-sales. "That's an interesting situation—increasing your availabilities by limiting the availabilities of the competition. In a strong market, that's not quite cricket. We don't necessarily agree that what's good for General Motors is good for us."

Not that Nissan is exactly an underdog. It finished the 1983 model year behind Toyota in sales but with a record 526,097 cars and trucks sold.

The gains came from a high carryover inventory. Toyota's import quotas allow it to import more vehicles

(Continued on Page 98)

Major sales revamp expected at CBS-TV

By CRAIG REISS

NEW YORK—A major restructuring of CBS-TV sales management is expected to be announced within the next two weeks.

Sources at CBS report that under the new sales management structure, regional salesmen will report to sales executives in charge of particular dayparts.

The daypart executives, in turn, will report to John Gray, vp-national sales manager. The regional sales force had been reporting to William Cecil, vp-sales planning.

Mr. Cecil, sources report, will be promoted out of the day-to-day sales management operation and placed in charge of all tv network pricing policy and practices, as well as the CBS marketing force.

James Joyella, vp-marketing at CBS, now will report to Mr. Cecil, who will receive the new title of vp-marketing and sales planning.

In addition, sources reported that the responsibilities of the daypart sales executives will be expanded, although details of this

(Continued on Page 92)

highlights

Monday, October 24, 1983

Procter & Gamble is pushing its High Point decaffeinated coffee in a tv and print campaign aimed at increasing foodservice sales. *See Page 10.*

The off-price battle continues to heat up as expected lawsuits are filed and three senators try to trim the Justice Department's sails. *See Page 10.*

The Saturday Evening Post will ban tobacco advertising, effective with the March issue, costing the magazine an estimated $400,000 in ad revenues. *See Page 10.*

K mart Corp. is promoting a new image in its $40 million advertising and marketing campaign for the 1984 Olympic Games. *See Page 12.*

The New York Times has dropped McCann-Erickson, its advertising agency since 1976. *See Page 12.*

Soap Opera Digest seems to be overcoming persistent and serious problems under a take-charge executive. *See Page 28.*

The liquor industry is cooperating with an antidrunk driving group and the NFL in a joint ad effort tackling the teen age drunk driving problem. *See Page 32.*

Hertz Rent a Car is planning to offer customers at Chicago's O'Hare airport luxury cars equipped with cellular mobile telephones. *See Page 38.*

Wine coolers apparently passed a summer test in an effort to offer consumers an alternative to wine or beer. *See Page 50.*

Summer Arbitron radio ratings have revealed more than a few surprises in the top four markets this year. *See Page 62.*

Detroit is looking toward performance-oriented cars and will spend more on racing programs to increase sales. *See Page 74.*

CORPORATE CLOSEUP

Hearst Newspapers are trying to recapture the glory that was theirs by building strength in small markets. *See Page 4.*

INTERNATIONAL

If George Orwell, author of "1984," was alive today, he might see signs that the monotonous, technologically advanced society he envisioned 36 years ago was on schedule. *See Page 54.*

Western Australia's upper house of parliament began deliberations on a bill that would ban all cigaret ads in all media and at point-of-sale. *See Page 54.*

Europe's rising divorce rate is creating a large segment of women hostile to advertising, according to a new study called "The Divorcynics." *See Page 56.*

VIDEOTECH

Ted Turner's $25 million buyout of Satellite News Channel has raised questions about the action. *See Page 66.*

Oak Industries has given Ritter/Geller Communications a three-year contract to help program its troubled ON TV subscription tv services. *See Page 69.*

An advocacy ad effort supporting retention of the Federal Communications Commission's syndication rules has been stalled by reluctance on the part of actors to appear in them. *See Page 70.*

MAGAZINE

In the latest of Bart Cummings' "Benevolent Dictators" interview, Paul Harper talks about his 38-year rise through the ranks of one agency. *See Page M-4.*

International/Japan: Lured by the second-largest advertising market in the world, Western ad executives are knocking heads with a culture wholly different from ours. *See Page M-9.*

That certain jingle or catchy slogan can make the difference between advertising that no one remembers and that which has staying power. *See Page M-28.*

Cover photo of Tokyo skyline by Tim Porter.

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Jeno's sets pizza-value ad drive

By JANET NEIMAN

Jeno's Inc. is turning away from price promotion, promising $10 million in advertising for its frozen pizza and pizza rolls in an attempt to reestablish in the consumer's mind the value of frozen pizza.

The move by the Casselberry, Fla.-based company apparently signals the end of the price wars that have characterized frozen pizza sales for the past couple of years.

Rising frozen-pizza prices can be expected for Jeno's and other branded marketers, who have or are expected to become more aggressive advertisers in order to halt the inroads made by store-delivered private label and pizzeria pizza.

Jeno's new drive will be handled by Grey Advertising, New York, recently appointed to the Jeno's account, formerly at JFP & Associates, a Jeno's Inc. sister company. Grey will handle all Jeno's brands, including frozen entrees, along with the company's Mr. P.'s pizza label.

Another Jeno's sister company, Northland Foods, has assigned its Colombo's pizza to Grey (from JFP) as well, but its Chef Saluto

(Continued on Page 97)

Magazines look forward to strong '84

By STUART J. ELLIOTT

SOUTHAMPTON, BERMUDA—Clearly the members of the Magazine Publishers Assn. and American Society of Magazine Editors were in a far better mood at this year's American Magazine Conference than last year's.

Michael Levy, president of Mediatex Communications and publisher of *Texas Monthly*, pointed out "the difference in the tone and spirit of the place.

"In October, 1982, everybody knew '83 would be a tough year, a rebuilding year. In October, 1983, everybody realizes '84 is going to be a lot of fun."

But will it? Many magazines continue to be plagued with problems in circulation and/or advertising. Of the five titles carrying the most ad pages through the first three quarters—*Business Week*, *TV Guide*, *The New Yorker*, *People*, *Forbes*—only the latter sold more pages than it did last year.

This has been the year of the largest new-magazine failure in history: *TV-Cable Week*, which one top Time Inc. executive termed "a flaming disaster." And three other magazines have since joined it in going under: *Spring*, *Movies* and *Technology Illustrated*, the latter just last week.

For all these negatives, the mood of the record 660 attendees was still upbeat, exuding what S.H. Price, exec vp-publisher, *Newsweek*, called "a feeling of confidence that wasn't here last time."

When George Green, president of The New Yorker Magazine Inc., gave his speech as outgoing chairman of MPA, he flatly stated: "The business of magazine publishing is prospering as never before."

The industry powers here agreed. "I feel better than I've felt in at least two years," said Jack D. Rehm, president of Meredith Corp.'s publishing group, who succeeded Mr. Green as MPA chairman.

"Business generally is bouncing back strongly," he continued. "The industry has fared considerably better than [it appeared] six months ago. Momentum has been building throughout the year; '83 will wind up in fine fashion, and I see a very strong '84."

It's "hard to say anything other than it's

(Continued on Page 97)

Advertising Age®

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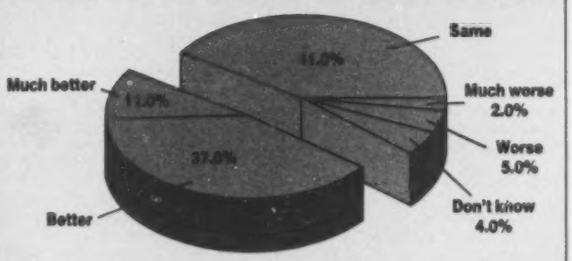
- Three shops to vie for cable-image ads - Page 3.
- 'Toronto Sun' buys the 'Houston Post' - Page 6.
- Sanka gets competition in restaurants - Page 10.
- K mart to upgrade image in Olympics ads - Page 12.

The image of advertising

Rating creativity

Is the advertising you are reading, seeing or hearing *now* better, worse or about the same as the advertising of a year ago in the area of creativity?



Consumers rate advertising high

By NANCY MILLMAN

The image of advertising in the eyes of consumers is more favorable than it is believed to be in the minds of advertising industry leaders, according to an exclusive ADVERTISING AGE poll.

Over-all quality of advertising, creativity and accuracy all scored high with consumers interviewed for a recent study. The study showed that a majority of consumers enjoy the advertising they are exposed to and think that advertising is an important part of the American way of life. A majority of consumers also said they would like their children to work in the advertising business.

The front on which advertising showed a poor image was general honesty and trustworthiness.

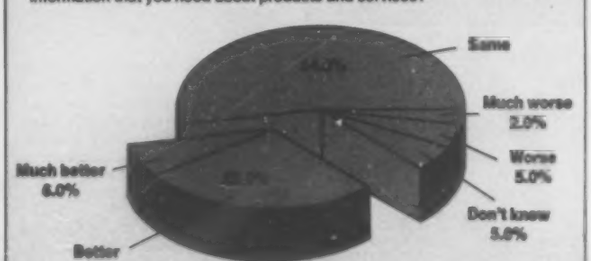
Interestingly, newspapers, one of the oldest media, are the most relied upon source of advertising for information about products.

Consumers rely on advertising significantly more for their day-

(Continued on Page 18)

Rating usefulness

Is the advertising you are reading, seeing or hearing *now* better, worse or about the same as the advertising of a year ago in the area of providing information that you need about products and services?



FTC tells Congress ad deception plans

By RICHARD L. GORDON

WASHINGTON—Advertisers get a map of the Federal Trade Commission's new approach to policing deceptive advertising in a letter the commission has prepared for Congress.

It's the first report ever by FTC to define "deception" and put down on paper what the commission believes it must show before questioning a particular ad.

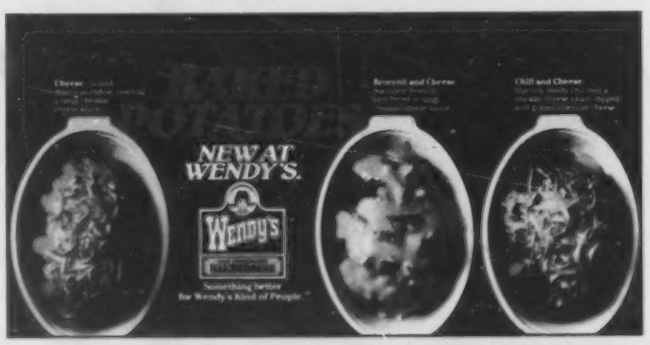
Three years ago, a similar commission report clarified for the first time FTC's criteria for identifying "unfair" advertising practices. Congress has since grafted key parts of that report onto pending FTC legislation to permanently restrict FTC use of fairness as a basis for prosecutions.

After intense debate within FTC (AA, Oct. 17), the report on deception was adopted 3 to 2 when lame duck commissioner David Clanton, on his final day in office, sided with the commission's conservative bloc, chairman James Miller and commissioner George Douglas.

The report incorporates as official FTC policy chairman Miller's view that deceptive claims are those that might mislead a "reasonable" consumer and cause consumer "injury."

Both points are key elements in a definition of "deception" that the FTC chief has urged Congress to enact into law to place limits on the commission's

(Continued on Page 98)



The right stuffed

Wendy's International breaks a $10 million campaign the week of Nov. 7 to back the chainwide introduction of "Hot Stuffed" baked potatoes. In addition to jazz-scored network and spot tv, the campaign includes Wendy's first print ads in women's and newsmagazines. *(See story on Page 94.)*

Two key ad executives exit Pepsi

By NANCY GIGES

Two executives—both holding the title of ad manager—are joining the parade of Pepsi-Cola USA marketing/advertising people who have left the company since the departure of former president John Sculley earlier this year.

Both Grant Castle and Peter Foulds are joining ad agencies—Mr. Castle to TBWA Advertising and Mr. Foulds to SSC&B—in as-yet undisclosed posts.

Mr. Foulds was responsible for Diet Pepsi and Mountain Dew advertising; Mr. Castle handled Pepsi

(Continued on Page 98)

last minute news

Goodyear reviews agency lineup, may add shop

AKRON—Goodyear may juggle assignments of its four agencies and may add another. The company is "seriously reviewing the future" with its agencies, said John Kelley, vp-advertising. Goodyear has talked to SSC&B, not now on its roster. Current agencies on the $50 million account: J. Walter Thompson USA (corporate), Campbell-Ewald (performance and other tires), N W Ayer (general products) and Wyse Advertising (retail). Mr. Kelley doesn't expect the review to be completed before he retires Nov. 11. He will be succeeded by George Lenox, now director of advertising. Goodyear shuffled some assignments after a similar review two years ago.

NBC criticizes Senate panel action on FCC rules

NEW YORK—NBC issued a statement saying it is disappointed at the "precipitous action" taken by the Senate appropriations committee, which voted for a six-month moratorium on any Federal Communications Commission action on the financial interest and syndication rules *(see story, Page 97)*. NBC said the committee acted "without hearing testimony on the merits and disregarded the recommendations of the federal agencies and departments which have called for changes in the financial interest rule." ABC and CBS had no immediate comment.

(Continued on Page 8)

The image of advertising

(Continued from Page 1)

to-day purchases than they do for major purchases. And in-store advertising comes in second to newspaper advertising both for day-to-day and major purchases, respondents said, with tv advertising coming in third.

The advertising-image tracking study was prepared for Ad Age by Selection Research Inc. (SRI), Lincoln, Neb. A stratified random sample of 1,250 respondents, representing a national sample of the continental U.S., was interviewed for this study in August.

The high scores in the above-mentioned areas, as well as in the rating of advertising as "a highly professional business or occupation," appear to be contrary to the belief on the part of the advertising industry—including the American Assn. of Advertising Agencies—that the business is held in low esteem by U.S. citizens.

The Assn. of National Advertisers also has pledged to fight the negative image of advertising and to work with the Four A's in doing so (AA, Oct. 10).

The Four A's has made improving the image of advertising a top priority for this year.

John Bowen, chairman of Benton & Bowles, New York, and immediate past president of the organization, stressed this message in his valedictory address at the group's annual convention last May (AA, May 23).

Rating ads by media

When making day-to-day purchases, do you rely a great deal, some or very little on information provided by advertising in the following media.

Media	Responses*
Newspapers	66%
In-store	58%
Tv	55%
Magazines	53%
Yellow Pages	51%
Radio	42%
Direct mail	33%

*Per cent of responses indicating "a great deal" or "some."

A committee has been formed under the chairmanship of John O'Toole, chairman of Foote, Cone & Belding, to work intensively on this project.

The Ad Age/SRI study asked a series of questions of its respondents, who were called a minimum of three times to ensure a high completion rate and a low nonresponse bias:

Quality of advertising

Respondents were asked to rate the over-all quality of the advertising they read, see or hear. A total of 88% of all consumers interviewed felt advertising was excellent, good or fair, while only 9% said it was poor. Those consumers in the $40,000-and-up income group rated advertising quality lower than do the other groups. Significantly more respondents in this group rated it as poor.

Advertising quality scores highest over-all with the $20,000-to-$39,000 income group.

A member of the Four A's committee, Burt Manning, chairman-chief executive officer, J. Walter Thompson USA, said he found the consumers' answers to this question "overly generous."

He said, "If we apply our best standards to all advertising, we can't say this high a percentage is good." He said the response may reflect consumers' feelings that "advertising does fulfill a function that people want filled."

Creativity

Respondents were asked to compare creativity in advertising currently appearing to advertising of a year ago. A total of 48% found advertising to be much better or better, while 41% judged the creativity level to be the same.

Only 5% said advertising creativity was worse, and 2% said it was much worse. Creativity scored highest with the $20,000-to-$39,999 income group.

The positive responses to this question decreased as the age of the respondents increased. For example, 59% of the 18-to-24 year olds said advertising creativity was better or much better now than it was a year ago; 46% of the 45-to-54 year olds said it had improved, and 31% of those 65 years old and older saw improvement.

Although Mr. Manning says he feels the concept of "creativity" may be difficult for consumers to evaluate, he said their responses reflect a perception that ads are more "original" and are delivering "more of what they want."

Honesty

The consumers were asked to compare the degree of perceived honesty in advertising today with that of a year ago. A total of 26% said advertising was much better or better in terms of honesty, while 56% judged it to be about the same. A total of 13% judged it to be worse or much worse.

Of those who rate advertising as less honest now, a higher percentage are male than female. In addition, 54% of those who rate advertising as worse now than a year ago in terms of honesty, and 72% of those who rate it as much worse, have incomes of $20,000 or more.

Though the degree of honesty in advertising compares favorably with that of last year, people tend to believe that advertising is not, in general, trustworthy.

Respondents also were asked, "Do you agree or disagree with the following: 'Advertising is generally honest and trustworthy.'" Only 4% strongly agreed, while 45% agreed; 30% disagreed, and 14% strongly disagreed.

There was a lack of correlation, however, when consumers were asked about accuracy in advertising. A total of 78% said advertising is accurate, while 18% found it misleading.

One explanation for this discrepancy, according to the research company, is that while the over-all perception of honesty is poor, people believe they are selective in their personal use of advertising information. In general, as income goes up, evaluation of honesty goes down.

Providing information

Respondents were asked to compare current advertising with that of a year ago regarding its providing of information they need.

A total of 28% rated it much better or better; 57% said it was about the same; 6% said it was worse, and 1% said it was much worse.

Media

When making day-to-day purchases, respondents were asked, "Do you rely a great deal, some or very little on information provided by advertising in the following media: Tv, radio, magazines, newspapers, yellow pages, direct mail and in-store materials.

Newspapers scored the highest. A total of 66% of respondents said they relied a great deal or some on newspapers; 58% rely on in-store materials; 55% on tv; 53% on magazines; 51% on Yellow Pages; 42% on radio, and 33% on direct mail.

Broken down by income level, people with over $40,000 in yearly income are using newspapers, Yellow Pages and in-store advertising for product information on day-to-day purchases. Newspapers also rank very high with the $20,000-and-up income group.

The same question was asked in reference to making major purchases, and the results show a lower degree of reliance on advertising over-all. Newspapers still scored the highest, with 52% of respondents saying they relied on newspaper ads a great deal or some; in-store advertising was relied on by 50%; tv by 46%; magazines, 45%; Yellow Pages, 34%; radio, 31%, and direct mail, 28%.

A surprising 53% of respondents said they would like their children to be employed in the advertising business. A total of 93% of respondents agreed or strongly agreed that advertising is an important part of the American economy and the American way of life, and 90% agreed or strongly agreed that advertising is a highly professional business or occupation.

In addition, 59% said they enjoy the advertising they read, see and hear and generally feel good about it, while 32% disagreed or strongly disagreed with that statement.

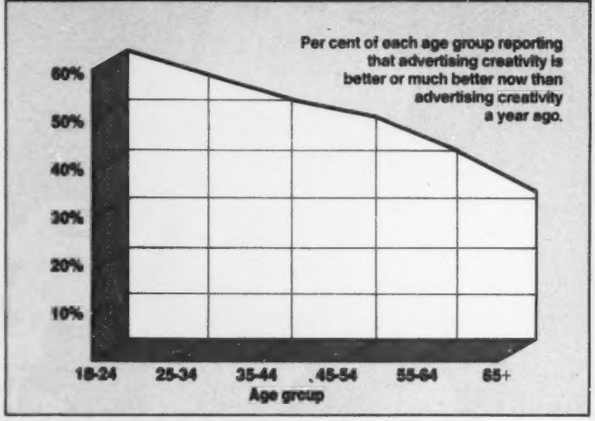
Industry studies repeatedly show the image of advertising very close to the bottom of the ladder in comparison with other professions. A study presented at a recent industry conference shows advertising professionals next to last—just above used car salesmen.

JWT's Mr. Manning said the high percentage of respondents to the AA/SRI survey that would like to see their children enter advertising probably is due to the kind of response he does get from others—that advertising is exciting, glamorous, fun and financially lucrative.

According to FCB's Mr. O'Toole, the new Four A's committee has thus far identified three areas to investigate:

- A negative attitude toward advertising resulting from indirect experience, such as plays, movies and books. The committee will, after study of this matter, propose actions the Four A's might take to balance this input.
- The advertising messages themselves. The committee is looking for quantitative research that will substantiate what kinds of advertisements contribute most to a negative attitude, and if those ads are—as many top industry executives believe—less effective in the marketplace.
- The nature of tv clutter. The group will investigate if the frequency of interruption of programing and the type of interruption contribute to a negative attitude toward advertising.#

Older people more critical



Ogilvy sticks to his guns on celebrities

'Appalled' by commercials he sees in U.S.

By FRED DANZIG

New York—Back in town to "yak a bit" as he furthered the cause of selling his latest book, David Ogilvy busied himself here recently with tv appearances on ABC's "Good Morning America," radio shows and a seminar.

At the Museum of Broadcasting seminar, the distinguished adman, author of "Ogilvy on Advertising" and creative leader of Ogilvy & Mather, made the following points:

- "Celebrity commercials" score above average in recall and below average in selling "and still they're being used."

He doesn't consider his agency's use of actor John Houseman for the Smith Barney investment house campaign a case of celebrity advertising, since Mr. Houseman "was not a celebrity before we put him on the air." Mr. Ogilvy added, "Now Mr. Houseman is working for others. I wish to God my partners had gotten him to sign an exclusive contract."

- He has reservations about the use of the client in ads, such as Chrysler Corp.'s Lee Iacocca appearing in its tv commercials. "If you get your client to do commercials and he does the lines badly, you can't tell him to get the hell out. If he does them well, he'll go on to become a celebrity. He'll be recognized in public, bothered for his autograph. This creates problems. He also has to deal with the possibility of being kidnaped; he'll need protection. I wouldn't do it to a client."
- Mr. Ogilvy is interested in what works and what doesn't work and has no desire to discover why something works or fails. To discover the why, he said, requires too much time and "you get right back to the same conclusion anyhow."
- He is "absolutely appalled" by the tv commercials he has seen during his stays in hotel rooms around the country. Each commercial is "more vulgar and asinine than the other. It's an endless succession of crummy, crudy commercials made by local people who don't know what they're doing. It reflects a country where the culture has gotten completely out of control."
- Recall is not that important. He said that one of his associates once told him, "I can get recall by showing a gorilla in a jockstrap."

As for research that shows what tends to work in advertising, Mr. Ogilvy said approvingly, "Even a blind pig can find truffles, but it pays to know that they grow under oak trees."

- "The selling power of the commercial," he said with a twinkle, "is in inverse proportion to its cost." This came after he observed that tv commercial costs have become a "scandal" and have gotten "completely out of hand."
- American advertising used to be years ahead of European advertising, but that is no longer true. "Absolutely the most agreeable commercials today are coming out of England." He later added to his list of "best" some "brilliant" work he had seen from Bangkok.

DAVID OGILVY

- Someone once told him, "You can do anything in television. The only limit is your imagination." Mr. Ogilvy said his response was, "Oh, how wonderful. I went home, said I can do anything. And couldn't think of anything."
- Direct response—"selling off the page or off the tv commercial"—is created by "the only people who really know what the results are. The rest of us are guessing." He said Al Eicoff, chairman of A. Eicoff & Co., Chicago, a division of O&M, told him, "You can't sell anything under two minutes. That's what's needed for the complete sales pitch."

Yet, Mr. Ogilvy noted, when shown in prime time, nothing happens with these two-minute commercials. "But put them on late at night and the orders come in."

- Naming competing brands? Comparative advertising? "It's a damn fool thing to do." He said viewers too often think it's a commercial for your competitor.
- "If you're selling a fire extinguisher, open the commercial with a fire. Open with the most dramatic scene. If you save it for the end, the consumer will have gone to the bathroom by that time."
- "Don't show visual banalities." Show the product in use whenever you can.
- Asked about cable tv, Mr. Ogilvy repeated an opinion he first gave several years ago: "I'm too old to learn about cable." And he added, "Screw it."#

Western ways take back seat to tradition

Sex roles clearly distinguished—and most want to keep it that way

By Hilary McLaine

For more than half of all Japanese families, life begins each morning with a Western phenomenon: A tv soap opera.

But to conclude from this that fundamental changes have occured in Japanese habit and attitude may be a mistake. Japan, after all, is a land of paradox, and appearances are often deceptive.

Take the myth of the working wife. Pundits have concluded from statistics showing that 45% of married women have a job of some kind, that a major shift in women's status and role within society has begun. But in a typical Japanese marriage—far more than in its U.S. or U.K. counterpart—the partners still have clearly distinguished roles, which rarely, if ever, overlap.

"My wife says she wants to get a job when our son is old enough to go to school," says Yukio Yoshika, 30, a local government employe. "But women working is just a means of killing time; her job is to look after the family and our home."

While his wife, Masako, 27, smiles patiently, she too is convinced that the traditions governing the wife's role have changed very little.

This is one of many examples in which there is no copying of Western models, but rather a proud retention of things Japanese.

George Fields, chairman of ASI Market Research Japan, agrees: "The wife gets the pay envelope and takes the running of the family very seriously. I see no evidence of this changing; it's too ingrained in the culture."

Mrs. Yoshika rises at 6:00 a.m. to prepare the traditional Japanese breakfast of rice, miso soup (made with fermented bean paste), nori (seaweed) and green tea. Her home is a four room kitchen-and-bathroom apartment in the Tokyo suburb of Miyahara.

Half of the living room is furnished in traditional Japanese style with *tatami* mats on the floor and a low dining table. These are pushed to one side at night and the *futons* or mattresses are laid down for the couple to sleep. Shohei, their son, has his own room, next to the kitchen, and Yukio has a small study for working in the evenings.

Yukio Yoshika relaxes with wife Masako and son Shohei in their living-dining room, which doubles as a bedroom.

The other half of the living room is Western style, with a sofa, coffee table and tv. "We want some more furniture but we must wait until my husband gets his bonus in December," Masako says. Japanese employes receive two bonuses per year and companies gear all credit payments to this pattern.

The apartment which the couple are buying with a $70 monthly mortgage payment (from his monthly salary of $910) is on a *danchi*, or estate, many of which are government owned. Many Japanese companies provide housing for their employes and offer around 3% interest on home loans. "That's one of the reasons foreign companies here find it difficult to get good staff, they can't compete with such benefits," explains Mr. Fields.

Although the Yoshika's home is bigger than average, Masako, like most Japanese women, spends less time in it than her Western counterpart. There is less to clean and although laundry is generally a daily chore (because there is nowhere to store dirty clothes) shopping for food is an important part of the daily routine.

The two famous characteristics of Japanese cuisine—freshness and presentation—provide the key to much of the housewife's daily duties. Even working wives will shop daily in their lunch-hour or after work and take all the time they need.

Once the fresh food is chosen —Masako's husband loves *sashimi* (raw fish)—the actual preparation is quick, so time spent in the kitchen cooking is also less than in the West. "The Japanese housewife may have a toaster oven but it's only used for heating frozen food or late night snacks. Western food seldom finds its way on to the dinner table at night," says Mr. Fields, adding that "the bulk of frozen food sold here—pizzas or hamburgers—is cooked the same day."

Masako spends $230 per month on food to provide her family with a diet of traditional Japanese fare. In her regular shopping basket will be miso, tofu (bean curd), fish, vegetables, rice, soft drinks and tea. "We sometimes buy hamburgers or spaghetti. I don't really notice if products are Western or not, I'm more concerned with good value," she says.

This attitude toward the marketing of Western products indicates a significant shift of emphasis in the post-war years.

"The Japanese now feel they themselves can set standards. It's totally irrelevant if a product is a brand leader in the U.S. Consumers are only concerned that the product is to their taste," says Mr. Fields.

Foreign marketers in Japan, especially in food retailing, must fight very hard for acceptance, not only with the housewife but with Japan's very complex distribution and trading networks. One U.S. manufacturing representative says, "It's doubly hard because even products that are only conceptually Western are seen as expensive."

The housewife's lunch is universally something quick and simple: sometimes leftovers, sometimes green tea poured over rice with salt and thin slices of salmon and occasionally a prepared snack product. Most housewives "wouldn't dare serve such food to their husbands," says Mr. Fields.

In the evenings, Masako is more fortunate than many wives whose husbands demonstrate company loyalty by participating in after-work activities with their fellow employes. Yukio admits that he used to "drink a

Hilary McLaine is a free lance writer, living in Tokyo.

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lot of sake when he was a bachelor," but he now comes home to see the baby, watch tv for a couple of hours and to study before going to bed around 11:00 p.m.

The Shibuya family lives in a much smaller government-owned apartment in the center of Tokyo. "The tv is never off," says Mrs. Shibuya, who works for an insurance company to supplement her husband's income from his own small export company.

Also living with them is their daughter Noriko, 17, and Mr. Shibuya's mother. All have different tv program preferences and fight for baseball, drama,

It is irrelevant if a product is a brand leader in the U.S. Consumers are only concerned that the product is to their taste.

rock music and old samurai tales on the eight Tokyo stations. Noriko buys magazines or listens to the radio, but tv is the only real family entertainment.

"We don't have much chance to go out to dinner or anything like that," says Mrs. Shibuya. "Sundays we go out sometimes, but entertaining and visiting isn't the Japanese way."

Mr. Fields believes the Japanese housewife "uses tv like a radio. I think that's why there is so much music in commercials. Even when she's away from the set in the kitchen, she can hear the jingles as reminders. Radio is really for young people's music."

Kazuko Hioka, 24, is a sales promotion assistant at Ricoh, the copier and office equipment marketer.

Since graduating from college nearly two years ago, Kazuko has been living in the company's dormitory in Yokohama rather than face a four-hour commute from her family home. But recently she decided to move back home to "have my hi-fi and more privacy," she says.

In fact, most young people in Japan live at home until they get married. As a result, they have more money to spend on consumer goods.

Kazuko and her boyfriend both work for the same company and are planning and saving to get married. She notes that working together "is very typical in Japan; we both work long hours and there's no chance to meet people outside the office."

Japanese weddings are occasions to display the full pomp and ceremony of Japanese tradition—at an average cost of $25,000.

While many Japanese companies require their new female employes to sign a document pledging that they will resign when they get married, Ricoh has no such stipulation.

Miss Hioka spends her free evenings meeting with her girl friends from school in coffee

Mrs. Shibuya and daughter Noriko admit their tv is never off and are often in their small apartment, since "entertaining and visiting isn't the Japanese way."

When 24-year-old Kazuko Hioka marries, her leisure will be curtailed, as family and house assume priority.

Burt Blume

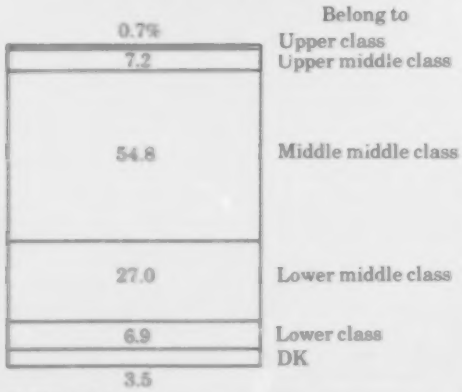
Sumitaka Kita, an affluent advertising executive, takes time from his busy international schedule to relax on the golf course and with family in their Western-style living room.

Ownership of consumer durables by Japanese households (1983)

	Ownership ratio	No. per 100 homes
Refrigerators	99.0%	116.5
Color tv sets	98.8	158.6
Washing machines	98.2	105.1
Vacuum cleaners	95.8	112.7
Cameras	85.0	126.5
Kerosene heaters	84.7	156.3
Sewing machines	82.1	93.0
Passenger cars	62.9	76.4
Stereos	59.0	63.8
Air conditioners, room	49.6	73.0
Microwave ovens	37.2	37.5
Golf bag & club sets	21.7	25.0
Pianos	17.4	17.6
Videocassette recorders	11.8	12.3

Source: Economic Planning Agency, Japan

Class perceptions of Japanese households (1982)



N = 6,303 adults
Source: Prime Minister's Office, Japan

bars or restaurants in Tokyo. "At the weekend I'll go to the movies with my boyfriend and I just love Tokyo Disneyland," she says.

But if she follows the pattern of the Yoshikas, those cinema visits will be curtailed to two or three times a year as family and housing priorities take precedence.

However, there is a new trend emerging which will give Miss Hioka more opportunities to socialize than the housewives of her mother's generation. Mr. Fields explains: "The post-war population bulge is now in its mid-thirties, with maybe one or two children. It is significant that when using national average statistics, the expenditures on family restaurant meals have grown from $350 per year in 1976 to $500 in 1981." He links this with the relatively recent government edict of closing offices on Saturdays: "So like it or not, the husband is home more on weekends."

Sumitaka Kita is president of K&E Advertising, an agency he set up 20 years ago with his wife Mariko. The continuing success of the agency for clients like NEC, Nikon, and Pioneer keeps Mr. Kita's entertainment schedule very full, in addition to which he travels overseas from three to four months every year.

Their home in the affluent coastal town of Zushi, just beyond Kamakura and one and a half hours from Tokyo, was designed by Mr. Kita and is decorated with rare treasures from all over the world. "My husband was brought up by the sea and he always wanted to live near it, but he's never here to enjoy it," says his wife.

Mrs. Kita is never involved in her husband's business entertaining but spends a lot of time shopping locally for the family meals. The Kitas have two sons, Tetsuzo, 20, and Syozo, 19, and a daughter Asoko, 16.

"I never buy Western prepared food," says Mrs. Kita. "The kids just don't think it tastes good. They consider it my responsibility to prepare and serve good fresh food, and I also think that that is my duty to them," she says.

For Mr. Kita, like many successful Japanese businessmen, the golf course is becoming increasingly important. But with a day of golf costing up to $160 at a top flight course, it is a privilege only for a few.

Mr. Kita, 50, has worked hard to establish the elegant international lifestyle he and his family enjoy. He lives by his creed: "The flourishing of the individual."

But for Japan, Mr. Kita believes, it will be a gradual process. "As Japanese people have more time for themselves they will become more individualistic."

But there are generally more pressures to reinforce the status quo in Japan than to change it. Economic success has brought a renewal of confidence in the Japanese way of doing things, and many Japanese would cite the preservation of tradition as the key reason for that success.

ad linage

Advertising pages for U.S., Canadian, and foreign consumer publications—*October*

	Current month 1983	Current month 1982	Year-to-date 1983	Year-to-date 1982
— Art & antiques —				
American Artist	71.1	52.5	635.1	550.7
Antiques	149.0	155.9	1,285.9	1,444.5
Art & Antiques (6X) D.	58.6	64.0	324.1	314.3
Art in America (11X)	142.9	100.5	1,011.3	965.0
Portfolio (6X)	—	—	274.3	297.5
Southwest Art	168.0	168.0	919.1	1,109.7
Total Group	**589.6**	**540.9**	**4,449.8**	**4,681.7**
% change	+9.0%		−4.9%	
— Auto/cycle/rec. vehicles —				
AutoWeek	132.2	112.7	1,246.8	1,320.0
Car & Driver	94.3	83.7	902.3	806.0
Car Collector & Car Classics	24.9	24.7	215.6	223.6
Car Craft	63.5	68.0	733.1	754.5
Cycle	37.4	32.2	618.1	756.4
Cycle Guide	32.8	21.2	440.4	524.3
Cycle World	25.6	25.4	524.5	600.4
Dune Buggies & Hot VWs	83.5	59.5	704.1	552.9
Family Motor Coaching	104.9	87.5	1,150.4	957.7
4 Wheel & Offroad	117.1	48.9	681.7	500.9
Four Wheeler	52.4	25.7	423.2	271.1
Hot Rod	54.9	50.5	579.8	578.1
Motorcyclist	17.2	19.1	378.0	517.0
Motor Trend	70.3	57.9	635.9	552.6
Motorhome	72.5	—	732.9	567.2
Pickup, Van & 4 WD	31.2	26.5	344.2	270.8
Road & Track	113.3	102.5	915.8	991.6
3 Wheeling	35.7	25.3	274.2	222.4
Trailer Life	101.7	94.9	1,074.7	1,053.6
Total Group	**1,265.4**	**966.2**	**12,575.7**	**12,021.1**
% change	+30.9%		+4.6%	
— Boating & yachting —				
Boating	107.0	115.1	1,146.6	1,093.3
Chesapeake Bay	41.8	44.1	285.6	274.2
Cruising World	295.5	243.8	1,509.4	1,361.1
Lakeland Boating	32.5	32.4	460.0	466.1
Motor Boating & Sailing	125.1	107.7	1,394.5	1,263.8
Sail	148.6	126.7	1,230.6	1,400.9
Sea & Pacific Skipper	60.9	68.2	675.0	734.9
Small Boat Journal	36.6	21.4	195.2	172.6
Trailer Boats	17.1	17.5	230.3	231.4
Western Boatman (6X)	—	—	94.8	—
Yachting	154.1	157.7	1,534.5	1,674.7
Total Group	**1,019.2**	**944.8**	**8,756.5**	**8,673.0**
% change	+7.8%		+0.9%	
— Canadian —				
L'Actualite	89.7	75.2	509.0	518.4
Chatelaine:				
English Edition A.	155.8	143.5	931.4	910.6
French Edition	130.9	113.9	814.8	729.0
City Woman	45.8	32.8	143.9	101.9
Equinox	—	—	196.4	120.4
Financial Post Magazine A.	44.0	61.7	324.2	390.2
Flare A.	76.2	76.3	500.4	465.1
Homemaker's Magazine	121.1	113.7	724.2	686.9
Madam Au Foyer	94.8	72.5	574.6	511.5
Macleans (52X) A.	185.9	159.9	941.0	1,017.9
Quest Magazine (8X) A.	48.1	64.2	298.5	343.6
Reader's Digest:				
Canadian-English A.	100.2	101.6	773.9	788.4
Canadian-French A.	98.5	101.0	703.8	763.6
Toronto Life	106.0	139.0	872.0	1,093.0
Vancouver	149.8	90.2	787.5	809.0
Total Group	**1,446.8**	**1,345.5**	**9,095.6**	**9,249.5**
% change	+7.5%		−1.6%	
— Civic/fraternal —				
American Legion	30.1	36.9	276.4	301.8
Elks Magazine (10X)	23.5	22.9	224.7	211.2
Kiwanis Magazine	14.8	17.0	134.9	121.2
Lion (10X)	8.3	7.6	58.7	63.8
Moose Magazine	25.0	27.0	193.0	211.0
Rotarian	22.6	19.7	132.0	135.9
V.F.W. (10X)	29.7	34.3	283.4	247.3
Total Group	**154.0**	**165.4**	**1,303.1**	**1,292.2**
% change	−6.8%		+0.8%	
— Comics —				
DC Comics	8.5	8.0	79.0	72.0
Marvel Comics Group	10.0	10.0	98.0	99.5
Total Group	**18.5**	**18.0**	**177.0**	**171.5**
% change	+2.7%		+3.2%	
— General —				
American West (6X)	—	—	125.6	138.2
The Atlantic A.	52.7	52.7	406.1	275.6
Audubon Magazine (6X)	—	—	183.1	156.5
Bon Appetit A.	94.1	93.7	728.9	788.5
Changing Times	48.7	44.0	400.5	362.0
Cuisine Magazine	70.2	40.8	382.1	350.7
Ebony	83.8	84.0	869.8	796.0
Fifty Plus	37.7	35.5	255.3	274.6
Games	29.6	27.0	273.8	165.8
Geo	25.3	24.3	253.3	158.9
Gourmet	96.2	101.6	684.8	628.3
Home Entertainment (6X)	37.5	—	181.8	—
Harper's Magazine A.	19.5	18.3	152.6	157.3
Let's Live	60.6	68.3	593.9	716.2
Life	82.4	55.9	557.4	463.1
Modern Maturity (6X)	54.9	35.4	210.3	162.6
Money	144.9	156.6	1,098.0	1,052.3
Moneysworth (4X)	20.3	24.1	72.1	132.1
Mother Earth News (6X)	58.0	58.7	267.6	257.8
National Geographic	25.0	25.7	221.1	207.7
Natural History	52.0	45.5	368.5	311.6
Prevention	92.7	80.4	773.3	696.4
Psychology Today	22.4	33.7	277.3	361.6
Reader's Digest A.	107.1	115.4	785.8	841.7
Signature	75.3	69.5	544.6	508.9
Smithsonian	105.1	104.1	720.1	745.2
Success	36.1	43.9	338.3	290.9
Town & Country	207.2	203.5	1,358.2	1,306.9
Travel/Holiday	47.0	43.0	408.0	451.5
Travel & Leisure	114.0	133.8	863.8	887.5
Video	70.7	70.8	614.4	560.5
Video Review	63.3	67.2	626.9	600.4
Writers Digest	21.1	22.5	261.0	218.8
Yankee	123.5	134.3	824.0	810.0
Total Group	**2,178.9**	**2,094.2**	**16,884.3**	**15,836.1**
% change	+4.0%		+5.3%	
— Home —				
Americana (6X)	48.3	44.1	175.5	168.9
Architectural Digest A.	181.8	190.9	1,227.9	1,283.8
Better Homes & Gardens	141.3	134.7	1,065.1	1,102.3
Colonial Homes (6X)	73.1	86.0	306.9	321.8
Country Journal	62.8	63.5	443.6	451.4
Country Living	71.2	51.8	509.1	337.7
Dallas/Ft. Worth Home & Garden	103.0	72.8	688.1	550.5
Early American Life (6X)	—	—	136.6	152.3
Family Food Garden (6X)	42.8	37.0	319.9	254.3
Family Handyman (10X) A.	79.2	76.4	601.5	573.2
Flower & Garden (6X)	31.7	33.6	196.8	223.6
Home	55.3	29.7	378.9	268.5
The Homeowner (6X)	34.4	26.4	140.4	121.4
House Beautiful	139.9	119.7	863.1	765.4
House & Garden	102.3	80.4	633.7	829.0
Houston Home/Garden	137.2	—	1,010.9	1,129.8
Metropolitan Home	82.6	82.0	561.5	629.1
New Shelter (9X)	52.6	47.6	391.6	340.5
1001 Home Ideas	51.8	37.7	328.4	260.5
Organic Gardening	65.9	67.0	716.5	683.5
Phoenix Home/Garden	63.0	62.5	457.9	485.1
San Diego Home/Garden	70.8	67.6	676.3	544.5
Southern Accents (4X)	—	—	231.4	241.9
Southern Living	131.8	125.2	1,233.5	1,208.6
Sunset Magazine A.	177.4	169.5	1,371.7	1,336.2
Texas Homes	82.1	67.9	712.6	756.2
Workbench (6X)	—	—	322.8	311.8
Total Group	**2,082.3**	**1,774.0**	**15,702.2**	**15,331.8**
% change	+17.3%		+2.4%	
— In-flight & other passenger —				
Aboard Group (7) (4X)	25.0	38.3	102.5	157.3
Alaskafest	55.2	68.4	468.7	427.6
American Way	113.2	136.3	907.6	779.8
East/West Network:				
Amtrak Express	58.0	50.8	420.5	382.8
Continental	93.8	60.7	651.1	536.6
Eastern Review	125.6	98.8	1,013.2	789.7
Ozark	62.8	48.2	459.5	415.3
PSA Magazine	125.0	96.0	898.4	832.7
Pan Am Clipper	49.8	39.8	423.1	388.3
Republic Scene	79.7	64.7	566.9	202.1
United	118.2	91.7	949.4	751.7
USAir	93.0	66.5	631.4	467.2
Western's World	83.7	59.2	614.3	182.3
Halsey Publications:				
Air Cal	51.6	—	395.7	—
Delta Sky	84.8	103.3	659.1	532.4
Skylite	21.3	—	174.2	70.0
Hawaii	14.6	17.5	167.0	202.9
Pace (6X)	—	—	206.2	168.2
Spirit of Aloha	15.4	19.5	164.3	199.7
Southwest Airlines	115.6	111.9	993.5	957.0
Webb Publications:				
Frontier	43.8	43.7	355.8	388.0
Northwest Orient	56.8	36.7	376.7	293.6
TWA Ambassador	70.9	49.3	521.9	475.0
Total Group	**1,557.8**	**1,301.3**	**12,121.0**	**9,600.2**
% change	+19.7%		+26.2%	
— Men's —				
Esquire	104.3	91.7	912.8	625.0
Firehouse Magazine	49.3	49.8	472.9	454.4
Gentlemen's Quarterly A.	185.6	161.6	1,190.5	1,073.5
Penthouse A.	52.4	61.7	559.3	571.4
Playboy A.	78.3	73.6	803.8	980.7
Total Group	**469.9**	**438.4**	**3,939.3**	**3,705.0**
% change	+7.1%		+6.3%	
— Metropolitan —				
Aloha (6X)	40.2	23.0	140.2	138.7
Atlanta	78.1	69.1	550.8	656.3
Baltimore	67.6	61.8	586.5	565.3
Boston	147.1	147.1	1,293.3	1,252.4
California	72.0	76.7	651.7	682.5
Charlotte (10X)	—	—	—	—
Chicago	175.2	157.1	1,376.3	1,362.0
Chicago's North Shore	106.5	101.4	824.6	679.3
Cincinnati	67.1	66.1	521.3	545.1
Cleveland	85.5	56.6	733.9	631.9
Coast (38X)	420.5	255.1	2,836.2	2,684.0
Columbus Monthly	97.4	87.3	711.4	745.2
Commonwealth	43.3	56.3	297.7	666.5
Connecticut	91.7	81.4	748.1	745.3
Country Magazine	43.5	33.7	301.4	248.1
County Life	58.0	55.0	461.4	203.0
D/Magazine, Dallas/Ft. Worth	136.2	122.2	1,134.6	1,107.2
Denver	39.9	32.2	338.5	351.0
Exclusively Yours, Wisconsin	119.3	112.6	736.2	764.8
Grand Rapids	44.3	46.5	531.2	426.5
Gulfshore Life (10X)	37.7	32.0	444.4	479.0
Honolulu	63.2	59.3	615.7	625.5
Houston City	87.4	74.6	695.1	658.0
Indianapolis	50.3	59.6	468.3	525.7
Kansas City	40.9	29.4	297.6	245.4
Long Island Life	30.0	61.0	285.0	312.0
Los Angeles	228.0	186.0	1,907.5	1,914.0
Louisiana Life (6X)	—	—	357.8	305.0
Madison	54.0	50.0	405.0	365.0
Miami	75.5	67.3	828.0	837.4
Milwaukee	38.8	26.8	191.7	287.0
Minneapolis/St. Paul	102.5	83.5	775.4	716.4
Monthly Detroit	50.9	60.8	538.0	529.0
Nashville	60.0	62.0	457.0	468.0
New Jersey Monthly	63.6	61.0	515.4	549.9
New Mexico	31.9	44.3	251.5	310.0
Ohio	51.2	32.6	512.6	432.3
Oregon	35.5	27.6	234.9	195.2
Orlando	71.0	76.7	850.9	791.2
Pacific Northwest (10X)	35.0	26.7	217.3	250.3
Palm Beach Life	73.8	47.3	324.8	335.3
Palm Springs Life	108.6	112.1	1,170.3	1,174.1
Philadelphia	173.4	169.1	1,269.3	1,253.2
Phoenix	77.6	78.4	764.1	778.8
Pittsburgh	68.0	61.6	581.5	479.4
St. Louis	71.0	58.0	567.0	633.2
San Diego	140.3	134.0	1,333.6	1,286.9
San Francisco	60.2	63.0	592.7	496.5
San Francisco Focus	82.0	44.8	460.5	364.7
Shenandoah/Va. Town&Country (6X)	—	—	223.2	163.0
Tampa Bay	38.7	—	222.5	—
Texas Monthly	161.2	146.1	1,181.8	1,256.7
Twin Cities	58.3	47.9	505.9	456.9
Washington Dossier	45.3	48.7	485.3	358.2
The Washingtonian	166.4	139.5	1,407.6	1,322.8
Total Group	**4,468.1**	**3,912.9**	**38,714.5**	**35,611.1**
% change	+14.1%		+3.0%	
— Movie/romance/radio/tv —				
Macfadden's Women's Group:				
Modern Romances	29.5	32.8	265.6	288.6
Secrets	29.5	32.8	265.6	288.6
True Confessions	30.5	33.0	266.6	301.3
True Experience	29.5	32.8	265.6	288.6
True Love	29.5	32.8	265.6	288.6
True Romance	29.5	32.8	265.6	288.6
Sterling Women's Group:				
Daytime TV	27.3	30.3	297.0	304.4
Modern Screen	28.3	32.3	210.2	230.4
Movie Mirror (6X)	—	—	150.1	164.8
Soap Opera Stars	24.3	24.3	219.8	224.4
TV Movie Screen (6X)	—	32.3	126.6	133.2
TV Picture Life (6X)	—	—	87.7	163.4
Teen Bag (6X)	8.9	—	37.8	30.1
Total Group	**286.8**	**316.2**	**2,723.8**	**2,995.0**
% change	−15.8%		−09.1%	
— Music/entertainment —				
American Film (10X)	41.8	31.0	262.8	222.5
Audio	128.2	52.4	532.1	344.5
Circus Magazine	34.8	29.3	280.0	298.5
Dance Magazine	60.1	58.0	616.3	604.9
Musician	67.5	66.8	642.9	553.2
Playbill	69.8	71.0	524.4	529.1
Record	23.1	10.0	96.0	75.0
Stereo Review	48.7	67.9	488.0	512.7
Total Group	**474.0**	**386.4**	**3,442.5**	**3,140.4**
% change	+22.6%		+9.6%	
— Newspaper, Sun. magazines —				
Family Weekly A.	76.2	93.2	721.5	745.6
Parade	70.2	93.0	662.3	674.2
Total Group	**146.4**	**186.2**	**1,383.8**	**1,419.8**
% change	−21.3%		−2.5%	
— Outdoor & sport —				
Alaska	41.3	43.9	410.3	457.0
The American Handgunner (6X)	—	—	198.2	182.8
American Hunter	36.5	29.3	210.1	176.4
American Rifleman	39.7	53.7	294.7	324.3
Backpacker (6X)	—	—	255.3	225.2
Bass Master (8X) A.	—	—	366.6	401.0
Bicycling (9X)	—	—	818.4	681.4
Field & Stream	78.3	89.7	884.5	783.6
Fins & Feathers A.	36.0	25.3	404.6	364.5
Fishing World (6X)	—	—	204.9	188.4
Florida Sportsman	66.2	57.5	689.1	656.3
Flying	44.3	50.3	405.8	464.2
Fur-Fish-Game	43.1	44.4	234.9	263.1
Golf Digest	73.6	65.5	889.4	748.9
Golf Magazine	51.4	44.6	652.9	695.5
Guns	37.5	48.7	287.9	323.8
Guns & Ammo	61.8	68.6	498.2	504.9
Outdoor Life	56.8	91.4	741.0	694.0
Petersen's Hunting	70.1	68.2	401.3	397.2
The Runner	57.3	43.3	413.4	352.2
Runner's World (13X)	78.0	69.6	493.2	437.7
Salt Water Sportsman	45.6	40.8	547.9	570.7
Shooting Times	43.2	43.7	370.4	335.6
Ski (8X) A.	102.3	113.4	409.1	414.4
Skiing (7X)	178.5	157.7	530.3	471.0

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads. D. This is the last issue scheduled to be published. E. September, 1983, and Jan.-September, 1983, figures include figures for special issue on Aug. 29. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

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ad linage

(Continued from Page 79)

	Current month 1983	1982	Year-to-date 1983	1982
Skin Diver	67.2	55.8	723.3	648.5
Southern Outdoors (8X)	45.6	47.4	337.1	338.1
Sport	50.7	53.1	402.4	391.2
Sports Afield	103.9	101.0	842.9	882.5
Spray's Water Ski (10X)	—	—	—	—
Tennis	53.2	49.3	807.2	668.5
Western Outdoors (10X)	29.7	22.9	284.9	299.0
World Tennis	24.4	26.8	513.8	442.4
Total Group	**1,648.2**	**1,805.9**	**15,524.0**	**14,784.3**
% change		**-2.5%**		**+5.0%**

— Photography —

American Photographer	62.8	55.5	507.4	477.0
Petersen's Photographic	46.8	52.2	349.8	433.3
Popular Photography	97.5	123.9	1,112.7	1,278.0
Total Group	**207.1**	**231.6**	**1,969.9**	**2,188.3**
% change		**-10.6%**		**-10.0%**

— Religious —

A.D. Magazine (10X)	—	—	—	—
BBI Jewish Monthly (10X)	25.5	24.4	196.2	205.3
Christian Herald	52.0	53.6	353.7	359.3
Christian Life	33.2	33.5	273.5	277.4
Christianity Today	97.3	95.3	620.0	634.2
Inside (4X)	—	—	218.7	205.1
Moody Monthly	62.3	61.4	462.9	460.1
Total Group	**270.3**	**268.2**	**2,125.0**	**2,141.6**
% change		**+0.7%**		**-0.7%**

— Science/electronic/mechanic —

Compute	174.5	108.5	1,385.5	931.0
Computers & Electronics	60.3	58.8	600.9	567.7
Creative Computing	180.4	180.0	1,749.1	1,248.8
Discover	35.5	36.7	409.3	329.6
Electronic Games	51.2	27.2	449.3	145.9
Mechanix Illustrated	102.5	75.0	702.7	659.0
Omni	103.5	85.6	547.6	565.6
Personal Computing	217.6	181.0	1,983.6	1,371.3
Popular Mechanics	120.6	119.5	987.4	1,011.9
Popular Science	121.4	106.8	860.9	816.3
Science Digest	33.2	29.5	322.6	265.5
Science 83	41.0	42.7	305.6	283.7
Scientific American	96.5	100.4	557.7	717.3
Spectrum	96.1	56.3	837.0	708.3
Technology Illustrated D.	32.6	69.2	218.0	284.0
Total Group	**1,486.9**	**1,277.2**	**12,017.2**	**9,905.9**
% change		**+14.8%**		**+21.3%**

— Women/fashion/service —

Bride's Magazine (6X) A.	—	—	1,565.7	1,452.6
Co-ed (10X)	—	—	—	—
Cosmopolitan A.	231.8	220.3	2,006.9	1,686.0
Essence	93.7	76.4	803.4	775.6
Family Circle A.	236.8	191.7	1,488.2	1,412.8
Glamour	183.6	172.6	1,671.8	1,589.8
Good Housekeeping A.	219.3	212.6	1,663.6	1,614.7
Handmade (6X)	—	—	89.1	81.2
Harper's Bazaar	153.3	130.2	1,282.5	1,126.0
Health	—	—	—	—
Ladies' Home Journal	127.5	93.4	943.8	763.8
Ladycom	40.1	31.3	321.6	287.4
Lady's Circle	9.6	12.4	83.9	98.5
Mademoiselle	138.3	150.6	1,310.9	1,281.1
McCall's	119.5	105.0	890.8	826.4
Modern Bride (6X)	—	—	1,317.0	1,293.5
Ms.	—	—	—	—
New Woman	57.0	56.2	464.8	401.5
Parents Magazine A.	91.8	78.5	740.5	705.0
Playgirl	39.7	37.6	384.9	398.2
Redbook	117.4	101.4	872.6	866.9
Self	91.7	79.6	763.8	699.9
Seventeen	105.5	106.7	1,119.4	1,132.8
Soap Opera Digest	32.5	33.8	316.6	273.8
Teen Magazine	56.7	41.3	553.4	470.1
True Story A.	73.5	80.2	577.5	595.4
Vogue	407.3	390.0	2,518.0	2,298.9
W Magazine	152.3	107.1	980.5	905.3
Weight Watchers	31.6	37.9	280.8	293.2
Woman's Day A.	—	—	—	—
The Workbasket (10X)	47.9	42.4	346.5	334.9
Working Mother	84.5	82.6	660.7	674.3
Working Woman	140.0	91.5	948.2	784.0
Total Group	**3,082.9**	**2,763.3**	**29,947.4**	**25,315.6**
% change		**+11.5%**		**+8.4%**

— Youth —

Boys' Life	19.6	23.6	220.0	199.8
Campus Life	86.6	89.3	365.4	388.1
Total Group	**106.2**	**112.9**	**585.4**	**587.9**
% change		**-5.9%**		**-0.1%**

September

	Current month 1983	1982	Year-to-date 1983	1982

— Business —

Atlanta Bus. Chronicle (52X)	34.5	24.0	284.6	220.4
Barron's (52X)	224.3	180.9	1,773.0	1,500.4
Black Enterprise	38.8	42.8	522.1	453.0
Boston Bus. Journal	58.2	35.8	558.6	311.5
Business Week (52X) A.	367.7	356.3	3,128.1	3,159.7
California Business	112.0	107.9	662.0	654.0
Capital District Bus. Review	52.4	48.0	331.3	284.0
Corporate Report/Kansas City	62.0	53.1	451.7	473.4
Corporate Report/Minnesota	79.4	112.5	708.4	717.2
Crain's Chicago Bus. (52X)	142.3	115.7	1,058.1	919.3
Crain's Cleveland Bus.	57.9	45.4	444.2	303.4
Dallas/Ft. Worth Bus. (52X)	65.0	42.9	326.9	358.2
Dun's Business Month	63.0	66.0	549.0	586.0
The Executive	150.0	107.0	758.5	788.8
Financial World (24X)	27.0	36.1	312.7	416.6
Florida Trend	77.3	51.0	644.8	602.2
Forbes (26X)	294.0	263.9	2,159.8	2,019.0
Fortune (26X) A.	259.3	181.4	2,091.4	1,797.3
Frequent Flyer	50.7	40.5	406.4	278.2
Hawaii Business	47.5	33.2	431.9	367.6
High Technology D.	28.8	55.3	242.9	214.4
Houston Bus. Journal (52X)	144.2	166.3	1,373.4	1,614.9
Inc. Magazine A.	112.9	91.9	888.5	720.3
Income Opportunities (10X)	50.6	44.3	344.0	335.7
Industry Week (26X) A.	140.7	111.8	879.8	1,016.8
Indianapolis Business Journal	89.4	68.3	759.6	602.3
Nation's Business A.	27.7	38.6	224.3	307.3
New England Bus. (20X) B.	86.3	73.7	595.7	534.4
New Orleans Citibusiness (26X) E.	122.1	68.2	943.2	631.6
Pacific Business News (52X)	91.7	87.7	867.5	793.6
Philadelphia Bus. Journal	84.3	47.9	585.1	244.9
Pittsburgh Bus. Times (52X)	64.0	51.7	467.0	379.0
St. Louis Business Journal	97.4	87.4	940.9	837.0
Texas Business	91.8	57.2	524.9	477.4
Venture	—	—	—	—
Total Group	**3,515.2**	**2,996.7**	**27,240.3**	**24,929.8**
% change		**+17.3%**		**+9.2%**

— Newspaper Sunday magazines* —

Arizona Republic	59.1	75.4	567.1	825.7
Boston Globe	190.3	199.3	1,541.2	1,474.4
Chicago Tribune	112.9	139.5	721.6	830.8
Cincinnati Enquirer	54.8	87.3	651.0	851.3
Cleveland Plain Dealer	87.6	78.3	731.4	677.1
Columbus Dispatch	47.9	35.0	407.1	472.9
Dallas Times Herald	64.3	52.7	710.2	651.1
Denver Post	93.1	115.9	973.8	1,074.4
Detroit News	96.8	79.5	858.6	782.7
L.A. Times Home Magazine	100.1	92.9	766.1	859.3
Louisville Courier-Journal	121.1	127.0	753.7	831.4
Miami Herald	53.5	55.4	477.0	543.0
New York News	69.6	65.2	525.9	476.1
New York Times Magazine	484.8	445.8	2,916.3	2,927.3
Philadelphia Inquirer	79.2	77.7	497.2	561.7
Toledo Blade Magazine	46.1	44.3	406.6	405.8
Washington Post	138.2	149.3	949.8	1,026.8
Total Group	**1,929.4**	**1,920.5**	**14,454.6**	**15,272.1**
% change		**+0.4%**		**-5.4%**

— Weeklies/bi-weeklies —

The Advocate (25X)	100.1	78.1	960.0	721.1
Army Times Military Group:				
Air Force Times (52X)	143.9	135.6	1,191.3	1,280.6
Army Times (52X)	138.9	134.1	1,247.1	1,256.0
Navy Times (52X)	153.2	155.6	1,424.9	1,495.8
The Times Magazine	25.5	25.4	136.4	136.5
The Blood-Horse (52X)	421.0	392.6	4,056.0	3,997.3
Capper's Weekly (26X)	25.5	23.1	238.1	218.7
Commonweal (22X)	7.3	4.4	57.3	62.5
Golf World (43X)	54.4	69.4	729.4	662.6
Grit (52X) A.	27.8	31.1	225.4	207.5
National Review	41.0	34.6	281.8	238.5
New Republic (48X)	30.2	30.3	279.6	257.5
New York Magazine (50X)	336.5	353.5	2,318.1	2,630.1
New Yorker (52X)	256.0	218.5	1,942.6	1,688.8
Newsweek (52X) A.	214.4	236.6	1,892.6	1,865.0
People (52X)	257.6	273.6	2,260.9	2,418.7
Rolling Stone (25X)	146.6	138.9	809.3	787.5
Sporting News (52X)	47.2	52.6	484.8	472.2
Sports Illustrated (52X) A.	253.4	260.3	1,947.6	1,895.1
Time (52X) A.	197.6	202.8	1,811.8	1,807.1
Travelhost (52X) C.	3,087.0	2,721.0	26,142.0	22,459.0
TV Guide (52X) A.	352.3	356.5	2,541.9	2,570.1
Us Magazine (26X)	46.8	47.1	406.8	442.1
U.S. News & World Report (52X) A.	135.8	140.6	1,220.6	1,188.9
Total Group	**5,985.0**	**5,116.3**	**54,898.3**	**50,759.2**
% change		**-2.1%**		**+7.7%**

— Foreign —

Buenhogar:				
Central America	1.0	4.3	15.0	32.0
Chile	2.0	1.0	10.0	14.2
Colombia	46.8	77.3	331.7	480.8
Dominican Republic	15.5	12.7	109.5	123.3
Ecuador	10.0	14.2	84.0	102.7
Mexico	38.2	62.2	341.8	511.5
Peru	23.8	35.3	184.5	281.8
Puerto Rico	7.8	21.3	107.0	165.0
U.S.	11.8	7.0	83.8	53.0
Venezuela	15.8	33.7	174.2	316.7
Coqueta:				
Central America	—	—	—	5.0
Colombia	6.0	4.5	24.0	38.5
Mexico	3.0	1.5	17.0	56.3
Peru	—	—	—	5.0
Puerto Rico	—	—	2.0	15.0
Venezuela	1.0	6.0	25.0	48.5
Geomundo:				
Central America	7.0	8.0	40.0	53.0
Chile	6.0	9.0	41.0	59.0
Colombia	16.5	16.5	93.0	127.3
Ecuador	5.0	6.0	34.0	40.0
Mexico	8.0	13.0	54.5	113.7
Peru	9.0	10.0	52.0	78.5
Puerto Rico	5.0	7.0	32.0	61.0
Venezuela	6.0	18.0	91.7	143.8
Hombre De Mundo:				
Central America	6.0	7.5	47.3	47.3
Chile	8.0	6.5	49.0	44.5
Colombia	14.0	15.2	90.0	117.5
Ecuador	8.0	5.5	48.0	39.3
Mexico	17.5	17.0	103.3	170.8
Peru	9.0	7.0	46.0	54.8
Puerto Rico	7.0	7.5	49.3	73.3
Venezuela	12.0	26.5	125.3	252.5
Ideas Para Su Hogar:				
Central America	—	—	2.0	6.0
Chile	—	1.0	—	7.0
Colombia	31.0	50.0	217.7	277.2
Ecuador	1.0	8.3	27.0	67.7
Mexico	10.2	25.2	116.8	197.2
Peru	17.0	9.8	65.0	112.7
Puerto Rico	—	0.3	6.0	16.5
Venezuela	15.2	26.0	107.2	216.7
Intimidades:				
Central America	—	0.3	—	15.0
Chile	—	1.5	5.5	4.5
Colombia	—	3.0	7.0	15.0
Mexico	2.5	5.0	16.5	43.0
Puerto Rico	—	4.0	6.2	25.0
Venezuela	2.0	6.5	37.0	50.5
Mecanica Popular:				
Argentina	6.8	8.0	63.8	78.0
Central America	9.8	18.0	111.2	154.2
Chile	6.3	7.2	55.3	56.3
Colombia	15.0	26.8	152.3	197.5
Mexico	9.8	22.2	82.3	203.0
Peru	22.8	30.0	174.0	218.3
Puerto Rico	12.3	17.2	131.7	141.7
Venezuela	17.5	26.7	180.3	226.8
The Ring en Espanol:				
Mexico	—	1.0	—	14.0
Puerto Rico	—	4.0	—	32.5
U.S.	3.3	4.0	29.7	40.5
Venezuela	1.0	3.0	7.0	28.0
Vanidades Continental:				
Central America	12.2	19.0	61.2	138.3
Chile	2.0	17.0	30.5	122.5
Colombia	86.0	152.0	558.0	771.8
Dominican Republic	21.2	30.3	158.5	259.7
Ecuador	11.7	30.8	109.3	193.5
Mexico	91.0	143.3	801.3	1,016.8
Peru	46.2	65.3	249.2	384.5
Puerto Rico	27.0	51.0	302.3	393.3
U.S.	47.7	66.0	398.3	476.7
Venezuela	36.8	91.0	385.8	678.8
Business Week Int'l.	181.0	234.0	1,218.6	1,573.3
Cosmopolitan Foreign Editions:				
Australia	78.4	89.0	524.7	514.5
Brazil	67.0	74.0	387.2	428.6
France	84.5	67.0	788.7	857.9
Germany	64.4	29.5	473.8	201.5
Great Britain	117.0	119.5	932.9	945.5
Greece	28.0	36.0	422.0	453.0
Holland	47.8	30.0	346.5	170.0
Italy	73.7	91.7	559.0	594.0
Japan	35.9	30.0	337.7	316.6
Cosmopolitan en Espanol:				
Central America	1.3	2.2	17.5	30.8
Colombia	17.3	24.7	128.0	174.7
Ecuador	0.3	1.8	7.7	27.0
Mexico	71.2	71.7	466.2	576.0
Peru	3.3	6.7	60.7	118.8
Puerto Rico	10.8	17.8	168.0	224.2
U.S. (Spanish language)	17.3	16.8	146.8	164.2
Venezuela	10.5	26.8	109.8	257.3
International Communications:				
African Business	40.6	40.3	463.7	288.7
New African	16.8	12.6	181.5	185.5
The Middle East	30.6	30.3	242.0	174.6
International Herald Tribune	103.4	101.1	761.5	801.7
International Management:				
Africa	25.0	17.7	142.0	120.2
Europe	55.2	63.0	336.2	345.8
Latin America	9.3	17.7	107.3	117.3
Middle East	23.5	16.0	197.3	184.2
Pacific	17.5	23.7	134.3	149.8
Jonnston International:				
Alam Attijarat	78.3	111.5	521.3	617.7
Ejecutivo	17.0	14.2	74.0	116.5
Modern Africa	27.2	43.3	120.1	176.1
Modern Asia	55.8	35.2	312.2	314.1
Newsweek International A:				
Atlantic	110.5	97.0	764.4	768.4
Latin America	36.7	34.1	257.2	248.4
Pacific	89.0	83.4	596.7	616.3
Progreso (9X)	14.8	17.7	74.0	103.9
Reader's Digest:				
Arabic	—	17.5	94.0	119.0
Asian	233.5	201.0	1,882.0	1,531.0
Australian	84.5	88.5	576.2	674.3
Belgian-Flemish	60.5	68.5	661.0	638.5
Belgian-French	52.5	52.0	496.0	503.0
British	56.5	63.8	527.5	486.7
Chinese B.	154.0	122.5	928.3	811.0
Danish	49.4	45.3	282.9	295.8
Dutch	38.3	44.3	282.6	337.9
Finnish	67.5	54.0	544.0	450.8
French	58.8	72.5	462.6	574.8
German	71.0	68.9	600.9	612.5
Iberian	18.0	16.5	143.5	213.5
Indian-English	55.5	81.0	620.3	736.5
Indian-Hindi	8.0	22.5	35.5	143.5
Italian	52.5	62.5	402.5	475.5
Japanese	42.3	35.7	428.7	426.3
Korean	20.5	17.8	179.7	177.4
Latin American:				
Argentina	10.0	24.0	124.0	147.0
Brazil	6.0	10.0	79.5	108.8
Central American	13.0	16.0	95.0	123.0
Chile	15.0	23.0	128.5	177.0
Colombia	46.0	73.5	331.0	373.0
Ecuador	16.0	20.0	94.0	110.0
Mexico	40.4	61.7	370.7	535.1
Peru	18.0	20.5	87.5	112.5
Puerto Rico	10.5	11.0	56.5	107.5
U.P.B.	15.0	21.0	90.5	136.0
U.S. Spanish	16.5	18.5	124.0	148.0
Venezuela	15.5	29.5	122.0	188.0
New Zealand	100.0	83.0	758.3	598.0
Norwegian	44.0	58.8	310.1	379.4
Portugal	52.8	48.5	402.6	375.6
South African	108.5	129.0	844.0	967.5
Swedish	20.5	23.0	170.0	227.0
Swiss French	28.0	37.0	246.0	274.5
Swiss German	35.0	46.0	309.0	351.5
Time International:				
Time-Asia	105.1	143.2	885.7	916.3
Time-Atlantic	119.6	129.6	904.7	991.7
Time-Canada	170.5	175.4	1,305.4	1,382.3
Time-Latin America	60.8	81.6	434.1	653.4
Time-South Pacific	113.7	170.1	1,141.2	1,411.7
Visao (52X)	391.7	151.5	1,526.5	1,219.8
Vision/Latin America (26X) A.	43.9	43.2	252.9	324.4
Total Group	**5,292.2**	**5,948.1**	**39,885.2**	**45,119.4**
% change		**-11.0%**		**-11.6%**

Wendy's in magazines for potato introduction

By SCOTT HUME

Wendy's International's introduction next month of "Hot Stuffed" baked potatoes to all 2,500 of its domestic restaurants is the fast-food industry's latest and strongest acknowledgment that it serves a customer base whose tastes and demands in food are changing.

It also signals the No. 3 hamburger chain's renewed determination to grow by expanding the fast-food market as well as through stealing share from the growing list of competitors.

With increased advertising funds and confidence that the stuffed baked potatoes match those changing consumer tastes, Dublin, O.-based Wendy's has committed $10 million in support of next month's rollout.

Coupled with a $10 million in-store equipment investment, it will be Wendy's costliest new-product introduction.

"There's no question the demand for lighter, lower-calorie foods is for real and accelerating," said senior vp-marketing William Welter. "There's also no question fast-food has to respond to it."

Wendy's franchisees in September increased from 1% to 1.5% of sales their contribution to the national advertising program, which will give Wendy's a stronger presence than its $75 million national and local budget allows.

It won't match McDonald's Corp., whose franchisees recently upped their contribution to its already huge national fund to 2% (AA, Sept. 26). But it could help Wendy's achieve its goal of increasing average per-store sales from the current $750,000 to $1 million by 1986.

The baked potatoes, which have been tested for several months in 300 stores around the country, are available plain for $1.29 or with one of five toppings (cheese, broccoli and cheese, bacon and cheese, chili and cheese or sour cream and chives) priced at $1.69 or $1.89.

The product-introduction campaign, created by national agency Dancer Fitzgerald Sample, New York, begins the week of Nov. 7.

Commercials (split between network and spot buys) combine food closeups against a neon-lit black background with jazzy, saxophone-dominated music.

At the end of one of two spots a woman breathes fire beneath the "Hot Stuffed" logo.

Mr. Welter admits the look and feel of the introductory campaign are a far cry from the pigtailed "Wendy" character in the chain's signage.

But the aim is to grab as much attention as possible as well as convey the message that Wendy's is keeping up with food trends.

Wendy's traditionally (and purposely) has appealed to an adult market, but the baked potatoes especially are targeted to adult women, who never have been very heavy users of fast-food.

In line with that, Wendy's is backing the "Hot Stuffed" rollout with its first use of print advertising. Half-page spreads will appear in *Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, Newsweek* and *People*. Spot radio also will be used.

The "Hot Stuffed" spots will be Wendy's fifth distinct set of tv spots to air this year, but Mr. Welter dismissed comparisons with rival McDonald's, whose critics charge that its continually changing advertising messages have muddied the fast-food leader's image for consumers (AA, Oct. 3).

The new spots represent a new product introduction within the "You want something better...You're Wendy's kind of people" umbrella rather than a truly new campaign, he said.

The baked potato campaign is planned for a six-week run. What will follow it still is being decided, although Mr. Welter did say that a new set of humorous tv commercials produced by Chicago director Joe Sedelmaier has been completed.

Like those spots that aired this summer and fall (AA, May 23, *et seq.*), they will focus on specific operational differences between Wendy's and "some other hamburger chains."

Also planned is a revamping of the chain's Kids Meal. This will include upgrading the appearance of the packaging and enhancing the toy premiums from tie-ins with such children's tv programs as NBC's "Alvin & the Chipmunks."

Mr. Welter would not rule out the possibility of Wendy's eventually advertising on Saturday mornings.

"We're looking for ways to better accommodate families with children, but we're not going to go to tile on the floor, bolted-down seating or McDonald's Playlands," he said. "We're committed to an adult atmosphere and orientation, but we want to make children happy and allow the adults to enjoy their meal."

That meal could include additional new products in the near future.

As the baked potato meets the challenge from such new healthy-foods chains such as D'Lites (AA, Aug. 22), Wendy's also is looking at additions to its basic hamburger line in recognition of the threat posed by the so-called "upscale hamburger" restaurants (AA, Oct. 17).

In test now are a series of "gourmet hamburgers": Quarter-pound patties with bleu cheese, guacamole, grilled onion and swiss cheese or mushrooms and Monterey Jack cheese toppings. A variety of dessert items also are being tested.

With breakfast and dinner menus also in some stores, Wendy's is on the verge of making the remaining significant breakthrough for fast-food—offering three distinct menus geared to each of the meal periods.

"The baked potato is just the beginning," Mr. Welter said. "Now that we have ovens in the units, it opens up enormous possibilities."#

Restaurant chains' tv ad spending

Top 15, in millions of dollars

Chain	January-June 1982 Network	Spot	Total	January-June 1983 Network	Spot	Total	% Change '82-'83
McDonald's	$31.5	$40.7	$72.2	$39.2	$47.8	$87.0	+20
Burger King	16.3	10.0	26.3	12.9	20.3	33.2	+26
Kentucky Fried Chicken	13.8	6.4	20.2	15.2	9.4	24.7	+22
Pizza Hut	6.5	9.7	16.2	9.2	12.1	21.3	+31
Wendy's	5.6	7.5	13.1	7.0	12.5	19.5	+48
Red Lobster	—	10.6	10.6	1.4	11.1	12.5	+18
Taco Bell	—	4.7	4.7	—	9.0	9.0	+89
Long John Silver's	—	10.1	10.1	—	8.5	8.5	−15
Jack in the Box	—	4.3	4.3	.009	7.4	7.4	+74
Hardee's	—	4.3	4.3	—	7.0	7.0	+64
Denny's	4.9	1.5	6.4	6.0	—	6.0	− 6
Intl. Dairy Queen	—	4.6	4.6	—	5.2	5.2	+12
Arby's	1.7	4.1	5.8	1.8	3.3	5.1	−12
Sizzler	—	4.2	4.2	—	4.1	4.1	− 3
Godfather's	—	2.8	2.8	—	3.8	3.8	+39
Total	$81.7	$160.8	$262.5	$94.8	$225.1	$319.9	+22

Source: Television Bureau of Advertising from analysis of Broadcast Advertisers Reports (BAR) data.

Behind a national campaign for its Taco Light, PepsiCo's Taco Bell chain set the pace among the top 15 restaurant chains with an 89% increase in first-half tv ad spending. Note that even with the "Battle of the Burgers" raging, Burger King cut back on network spending but nearly doubled its spot tv spending. Jerrico's Long John Silver's cut back 15% from its 1982 level, but has advertised heavily in the second half. Over-all, network buys were 16% above the first half of 1982, while local tv expenditures rose 25%.

Church's seeking new management

By TOM BAYER

DALLAS—Church's Fried Chicken is searching for a new management team to intensify the chain's marketing efforts and help put Church's back on a profitable track.

The sudden shift in gears was precipitated last week when Roger Harvin, Church's chairman-president, elected to take what the company called "early retirement." He had been with Church's since 1968 and had been in the top position since 1975.

Mr. Harvin's retirement came just weeks after the company's board of directors named a committee of outside directors, not including Mr. Harvin, to hire a new chief operating officer and a chief financial officer, two recently vacated positions.

Church's third-quarter earnings were $6.7 million, down 37% from the previous year's third quarter, while revenues for the quarter rose to $112.8 million, up 7.5% from the year earlier.

For the nine months ended Sept. 4, Church's reported net earnings of $25.5 million on revenues of $310 million, compared with the first nine months of 1982 in which earnings were $28.9 million on revenues of $292 million.

The management move also signaled an increase in the possibility that Church's might be taken over by another company, according to Michael Culp, analyst with Prudential-Bache Securities, but he emphasizes that the word was "possibility" rather than "probability."

South Texas rancher J. David Bamberger, a former officer with Church's and its largest single stockholder, stepped into the chairman's position last week, vowing to make the company more aggressive, beef up its $9 million advertising budget and marketing programs and put Church's back on track.

Mr. Bamberger did not detail specific changes.

After flitting from agency to agency in recent years, Church's pledged to get serious about advertising and selected Grey Advertising, Los Angeles, to help it reverse the erosion of Church's customer totals (AA, Jan 17).

Church's, still cautious about its use of advertising, has adopted a theme of "Kick the bucket and come to Church's." The theme is airing in about 25 markets representing less than half of the company's stores.#

AHP presents a new face

(Continued from Page 3)

cause of its dependable and generous payout, analysts say.

Many analysts at the meeting last week said they believe the company supported its optimism of attaining a 15% annual growth rate, while some have taken a "wait-and-see" stance.

One analyst pointed out that two years ago, drugs contributed 39% to sales and 55% to income, while those figures now are up to 48% for sales and 62% for operating income. He expects those numbers to rise in the next two years.

AHP management told analysts it was prepared to sell the Ekco and Prestige product lines of housewares, pots and pans to the right buyer—businesses that totaled almost $500 million in sales in 1982.

Although executives said those were the only businesses for sale, analysts speculated that American Home Foods might be next on the selling block because of the low margins in the food category.

With the money the company will generate from divestitures and operations, it will be able to acquire businesses that fit under the healthcare umbrella as well as maintain its generous payout, a policy that analysts believe is inviolable.

Meanwhile, the company is planning defensive moves to protect the growth of one of its major brands, Inderal, when the brand's patent expires next year.

Inderal, which is both the leading heart drug and second-most prescribed drug in the U.S., contributed $304 million to total sales of $4.6 billion in 1982 and is expected to contribute $350 million this year.

Judson St. John, president, Ayerst Laboratories, the subsidiary that markets the drug, told how the company expects to maintain sales growth.

He said AHP is hoping to be able to advertise the prescription drug directly to the consumer if the Food & Drug Administration gives its blessing.

■ The company already has given the tablets a new unusual hexagonal shape embossed with a large I, and has received FDA approval for new indications for the drug.

Inderal now is competing in a $500 million market in the U.S., but if the company receives approval for recommending that the drug be used for anxiety as well, that market potential would double.

Management also continued to express optimism that the FDA soon would approve the over-the-counter marketing of ibuprofen (AA, July 25), a category AHP is prepared to enter with a brand called Advil.

Executives indicated that AHP would continue to support new otc products heavily with advertising.

Stanley F. Barshay, president of Whitehall Laboratories, said the division will spend $135 million in advertising this year in the U.S.

Executives said Advil, if approved, and Whitehall's entry in the skin treatment category with Youth Garde would increase the division's ad budget.

The consumer division also has begun a physician sampling program for its otc brands to gain more support from the medical community. Samples and promotional materials have been developed.

New nonprescription products introduced recently include Riopan antacid tablets and a new enteric-coated APF (Arthritis Pain Formula) analgesic.

Mr. Barshay said Whitehall competes in 18 major categories and leads the market in many.

Among them, he said Primatene holds 83% of the bronchial asthma market and Preparation H, 60% of the hemorrhoidal preparation market.#

Pennwalt readies Corsym

ROCHESTER, N.Y.—Pennwalt's pharmaceutical division is expecting final approval by early December for the second drug containing its patented 12-hour drug delivery system that can be used in liquid formulations.

The brand, Corsym, is a decongestant/antihistamine expected to be on the market in December.

The company said Corsym will be promoted only to healthcare professionals initially. Later, it may be advertised to the consumer but, if so, may carry a different brand name.

Sieber & McIntyre has the assignment.

Last year, Pennwalt received FDA approval for marketing a cough preparation, Delsym, with the 12-hour formula.

Pennwalt also licensed A.H. Robins Co. to use the system, and Robins is selling the product under the name Extend-12 with heavy consumer advertising and promotions.#

Dallas takes to Bloomies

(Continued from Page 4)

exclusive $2,500 Waterford crystal cowboy hats to Dallas for the opening.

During the first week, not only had five been sold, but also one customer had ordered a matching pair of boots. Stocks of numerous other opening sales items were depleted.

Bloomingdale's officials are steeling themselves for a second wave of attention in the form of an event dubbed an "East meets West" brunch Oct. 30. The brunch will be sponsored by *Texas Monthly, The New Yorker* and Bloomingdale's.#

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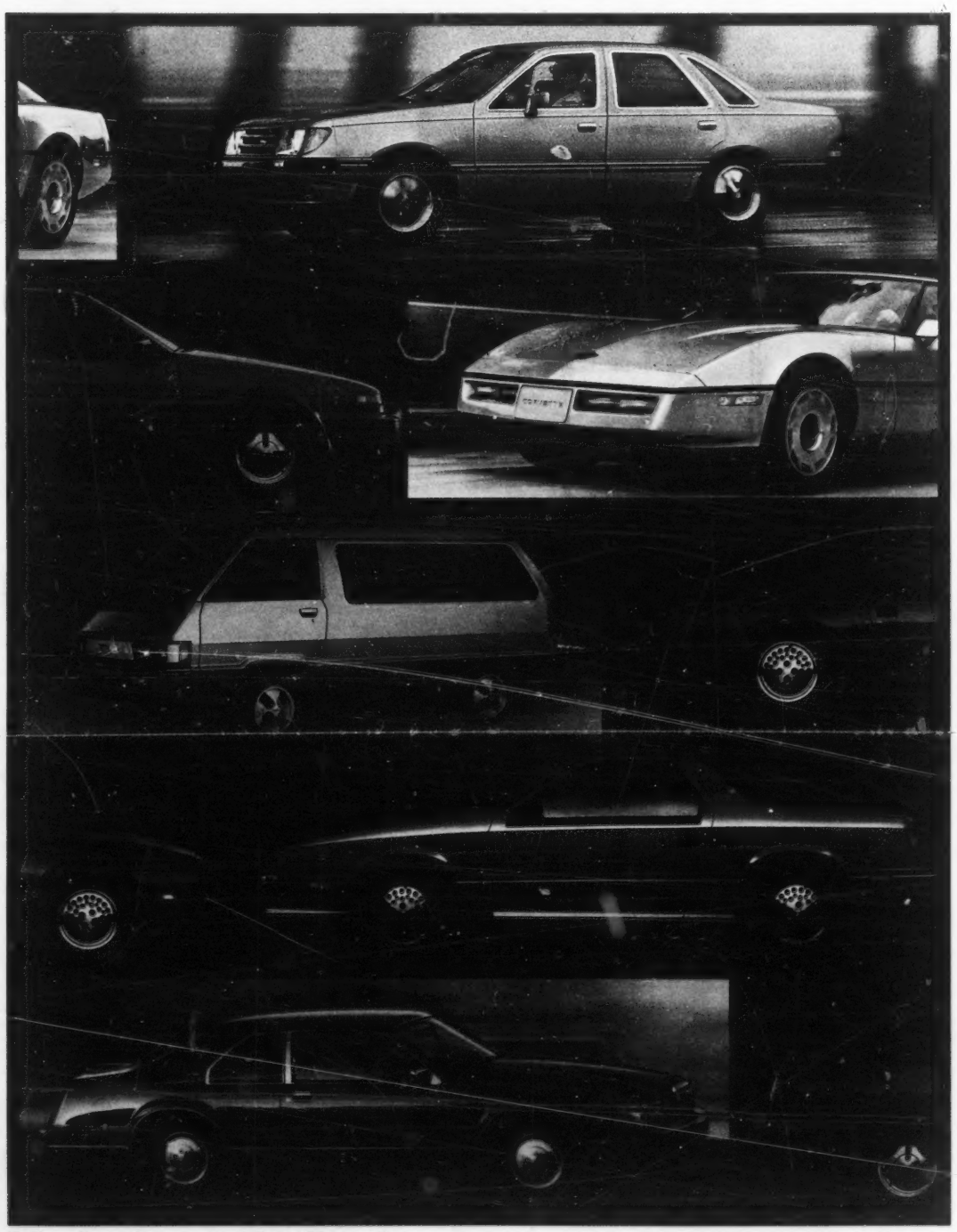

Special Report

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AdWatch

Sizing up last month's most remembered advertising

— Page 3

Tv conflict

Debate rages over split-30 commercials

— Page 3

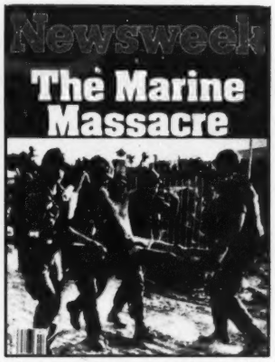
Marketing on the Road

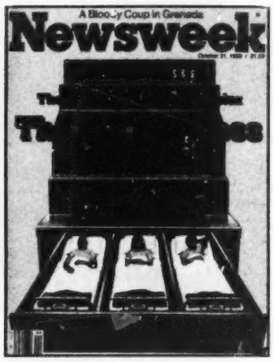
Here come the '84 models

A critical look at how the new cars compare to their advertising claims — Magazine

NEWSPAPER

AA
DC2001ACONGLI FMJF M
CONGRESSIONAL INFO SERVICE
SPI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014





Both Time and Newsweek rushed new cover stories when the Lebanon bombing broke, but about one-third of *Newsweek's* readers received the old cover story on medical costs.

News media put to test

NEW YORK—The nation's two military crises last week—the slaughter of U.S. Marines in Lebanon and the invasion of Grenada by U.S. forces—provided something of a litmus test for the country's top news organizations.

Time and *Newsweek* ripped up issues already put to bed for that week, rushing in the early hours of Sunday morning to put together cover stories on the Lebanon killings.

The various networks struggled with incomplete and conflicting reports as first word of the disaster filtered back to the country; CBS was the first news organization to air information about the Lebanon crisis, and the other two major networks competed throughout the morning of Oct. 23 to give viewers the latest information.

Satellite News Channel devoted its Sunday coverage to the Mideast incident, delivering what staffers at the all-news channel said was probably its best performance in its one-year existence. Ironically, that came just days before SNC was set to fold.

For all the competitive maneuvering by *Time*

(Continued on Page 90)

Chevy boosts ads to women

By RALPH GRAY

WARREN, MICH.—Chevrolet will step up advertising to the women's market with a 15% heavier buy in women's magazines.

"Our advertising is getting more focused and it will continue to get more focused. Women will play greater and greater roles in purchasing vehicles, and it will require us to do some different things at Chevrolet," said Stephen D. McAvoy, manager-passenger car advertising.

"We need to address our message to the working woman as well as the influential housewife," he said. Chevrolet, with some $28 million invested in magazines last year, also is running high-visibility merchandising programs to attract women, said Matthew K. Murphy, national manager-passenger car merchandising.

"Women buy 29% of all cars themselves and are involved in more than half the buying decisions," said Mr. Murphy. "The women's market is catching everyone's attention with 50% of women in the workforce and 80% of households with two wage earners."

There will be more of the kind of ads developed for the S-10 Blazer, Mr. McAvoy said. That one shows scripted letters and a stylish woman with the headline, "The kind of Blazer it is depends upon the kind of woman you are." Campbell-Ewald, Warren, Mich., is the Chevy agency.

For now, ads for such favorite feminine transportation as the Camaro Sports Coupe, Chevette and Cavalier will appeal to both sexes, Mr. McAvoy said. So will some of the heavy sports buys Chevrolet has made, especially the Olympics. "The Olympics really aren't a sports buy but the best prime time buy you can make," he said.

Chevrolet also has the World Championship of Women's Golf, a tie-in with Bonne Bell cosmetics for the Boston 10K women's race, and "wine and cheese" parties at Chicago area dealerships.

There also are tie-ins with Jordache jeans, Kraft Foods and *Mademoiselle* magazine boutiques in

(Continued on Page 94)

K-C's Huggies claims grip on 2nd place

By NANCY GIGES

Having just broken its first national advertising for Kleenex Huggies disposable diapers with refastenable tapes, Kimberly-Clark is basking in its claim of surpassing Procter & Gamble's Luvs as the No. 2 brand.

But the company is well aware that it can't rest. Said Richard Bowers, product manager-infant care products, "We're not so naive to think that P&G won't defend its products," but he believes Huggies will continue to grow because of its superior product performance in absorbency and stopping leakage.

Mr. Bowers said he expects Huggies to continue to close the gap in market share between itself, estimated at slightly more than 21%, and P&G's Pampers, at 40%. Luvs has 21%.

"We still have a long way to go [to become No. 1]," he said, but he maintained that is the company's goal.

P&G has been adding refastenable tapes to both Pampers and Luvs in several areas. Luvs with refastenable tapes is sold in about 25% of the country, including the West Coast and Detroit, and Pampers was introduced with refastenable tapes in Georgia, Alabama and South Carolina in August. P&G also has introduced Pampers in those markets in a new larger size, maximum absorbency toddler, for the child weighing between 23 lbs. and 35 lbs.

The tape on the Pampers product, unlike that on Luvs or Huggies, is one piece that can be refitted and refastened any number of times.

The tapes on Luvs and Huggies can be refitted once on each side but refastened any number of times in the same spot. The only mention of the new tapes on the P&G products is on packaging.

Kimberly-Clark has struggled for years to become a significant factor in the now $2.5 billion disposable diaper market. Earlier brands, Kimbies and another sold under the Kleenex name, were dropped once the company saw a winner in Huggies in the late 1970s.

Before Huggies was national, it was running neck and neck with Luvs, but as the company focused its attention on rolling national, the brand fell back somewhat. Now, a year after attaining nationwide distribution, it again is leading the category in brand

(Continued on Page 94)

highlights

Monday, October 31, 1983

Videogame marketers are being forced by the growing sales of low-price home computers to take a more segmented approach in ads. *See Page 6.*

A Motion Picture Assn. of America report to Congress shows two-thirds of videocassette recorder owners delete commercials while recording from their tvs. *See Page 10.*

The Assn. of National Advertisers' promotion workshop was the latest platform to express concerns about couponing. *See Page 12.*

The Federal Trade Commission has charged that Pollenex's air filter doesn't filter the air as well as ads for the product claim. *See Page 14.*

General Electric's $25 million fourth-quarter ad campaign will switch emphasis to products and services and move away from image spots. *See Page 14.*

Pabst Brewing Co. is planning to add a new low-price brew and yet another light beer to its lineup. *See Page 20.*

Delco Electronics will concentrate its 1984 ad budget on promoting sound system products directly to GM dealers and car buyers. *See Page 20.*

Hustler publisher Larry Flynt is planning to promote his candidacy for President by showing hard-core sex acts in his tv commercials. *See Page 24.*

General Mills' "What the big boys eat" campaign for Wheaties is scoring big with consumers. *See Page 34.*

The snow-thrower industry is expecting a rebound following three virtually snowless winters. *See Page 41.*

Car marketers will back their passenger car diesels next year with lower prices, special deals and new models. *See Page 42.*

Ally & Gargano executives aren't chuckling at a column by Russell Baker rapping the shop's new ad for the Commodore 64 home computer. *See Page 64.*

Hall & Oates' latest album will be backed by a multi-million-dollar mix of RCA Records advertising, multimedia programing and a new tour sponsor. *See Page 93.*

New video operations were a thorn in the side of many companies through the third quarter, but there were some rosy spots too. *See Page 93.*

CORPORATE CLOSEUP

Amway Corp., the direct sales company, is planning to test-market the idea of product ad campaigns as it searches for a winning combination of public relations, sales promotions and advertising. *See Page 4.*

INTERNATIONAL

Jacobs-Suchard, Europe's No. 3 food products company, is bent on expansion. The marketer of Toblerone chocolates is eyeing the U.S. as market growth slows in U.S. *See Page 54.*

Following Leo Burnett Co.'s win last month of $30 million in worldwide Procter & Gamble business, many agency execs are wondering if Burnett's international network is up to the job. *See Page 54.*

VIDEOTECH

Metromedia's ambitious attempts to form a fourth tv network so far have proved to be disappointing. *See Page 66.*

Telepictures and Metromedia next year will syndicate a prime time soap opera to run five days a week with no repeats, a first in syndication. *See Page 67.*

MAGAZINE

The latest in our Marketing on the Road series takes a critical look at the ad campaigns for the new '84 models. *See Page M-4.*

Marketing/Advertising Research: The march of technology is markedly influencing the role research plays in the corporate world, while the pioneers of research still have an effect on how it is conducted today—as a profile on Alfred Politz testifies. *See Page M-9.*

A new breed of aggressive and tough tv critics is monitoring the medium with a watchful and more critical eye. *See Page M-58.*

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Warner, Bell unit in cable test

By CRAIG REISS

NEW YORK—Warner Communications and Bell Atlantic are expected to form a co-venture to test an interactive cable information and entertainment service in the Pittsburgh cable franchise of Warner's subsidiary Warner Cable.

Spokesmen for the two principal companies have declined to comment on the reports.

According to knowledgeable sources, however, the plan calls for combining cable wires and telephone lines for the transmission of interactive cable data.

The plan is significant in several ways. First, it will allow Warner to develop an interactive system that will enable viewers to order some programing through their cable converter boxes by using the telephone lines. The change from Warner Cable's Qube interactive system, which transmits data only through the cable wire, will allow Warner to develop the service with considerably less investment in hardware and construction.

The co-venture also signals the first movements by a new American Telephone & Telegraph corporate spin-off following its di-

(Continued on Page 95)